Flexible, multi-mOdal and Robust FREIGHt Transport

D5.1 Project website and social media presence

Document Summary Information

Grant Agreement No	101069731	**Acronym**	FOR-FREIGHT
Full Title	Flexible, multi-mOdal and Robust FREIGHt Transport		
Start Date	01.09.2022	**Duration**	40 months
Project URL	https://www.for-freight.eu/		
Deliverable	D5.1 Project website and social media presence		
Work Package	WP5 - Dissemination, Communication & capacity building		
Contractual due date	31.10.2022	**Actual submission date**	31.10.2022
Nature	DEC — Websites, patent filings, videos, etc.	**Dissemination Level**	Public
Lead Beneficiary	eBOS		
Responsible Author	Giota Lilli (eBOS)		
Contributions from	Dr. Sokratis Bampounakis (WINGS), Philippos Philippou (eBOS), Rafael Villa Martínez (MDM), Sofoklis Dais (CERTH)		

Funded by the European Union under Grant Agreement no. 101069731. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Climate, Infrastructure and Environment Executive Agency. Neither the European Union nor the granting authority can be held responsible for them.

Revision history (including peer reviewing & quality control)

Version	Issue Date	% Complete	Changes	Contributor(s)
V0.1	10.08.2022	50	Deliverable structure and initial content	Giota Lilli (eBOS)
V0.2	04.10.2022	80	Updated content and screenshots	Giota Lilli (eBOS)
V0.3	07.10.2022	82	Internal QA review	Philippos Philippou (eBOS)
V0.4	12.10.2022	90	Updated content and screenshots	Giota Lilli (eBOS)
V0.5	13.10.2022	92	Internal QA review	Philippos Philippou (eBOS)
V0.6	25.10.2022	98	Peer reviews	Dr. Sokratis Bampounakis (WINGS), Rafael Villa Martínez (MDM), Sofoklis Dais (CERTH)
V0.7	31.10.2022	100	Peer review adjustments and finalisation	Giota Lilli (eBOS)

Disclaimer

Copyright message

[1] According to FOR-FREIGHT's Quality Assurance Process for reports:
4 months before Deliverable's Due Date: Table of Contents ready to be reviewed by WP leader/ Quality Manager
3 months before Deliverable's Due Date: 50% should be complete. Review by the Quality Manager.
2 months before Deliverable's Due Date: 80% should be complete. Review by the Quality Manager.
1 month before Deliverable's Due Date:100% should be complete. Review by the Quality Manager and Peer Reviewers.
M: Sent to PC for Submission to the EC after addressing all comments by Quality Manager and Peer Reviewers

Table of Contents

List of Figures

List of Tables

Glossary of terms and abbreviations

Abbreviation / Term	Description
CINEA	European Climate, Infrastructure and Environment Executive Agency
CMS	WordPress Content Management System
D	Deliverable
D&C	Dissemination and Communication
DoA	Description of Action
EC	European Commission
EU	European Union
GA	Grant Agreement
GDPR	General Data Protection Regulation
KPI	Key Performance Indicator
M	Month
QA	Quality Assurance

T	Task
UC	Use Case
WP	Work Package

1 Executive Summary

Deliverable 5.1 is a public document of the Application of Flexible, multi-mOdal and Robust FREIGHt Transport (FOR-FREIGHT) project, prepared as part of the Work Package (WP) 5 “Dissemination, Communication & capacity building” and addresses Task 5.1 ‘Dissemination & communication activities”.

FOR-FREIGHT is fully committed to the main objective of fostering public engagement by bringing together associations and clusters, standardization bodies and open-source communities, as well as key vertical stakeholders involved in multimodal/intermodal transports. The aim of the dissemination and communication activities within the project is to inform as many people as possible about the existence, its activities, and the results of the project. For this purpose, various communication actions are undertaken to promote the visibility of the project and its impact. This greatly benefits the project and also the partners, as the project results can be further exploited or used in future research projects.

This document establishes FOR-FREIGHT’s website and social media accounts and provides initial material to support internal and external communication activities, such as templates and other supporting documents. The description and analysis include the methodology behind the design and the implementation of a powerful, modern and user-friendly website with multi-browser and multi-device compatibility.

Moreover, the administration of the website is also described in this document. The content of the website will be continuously updated with dissemination material (i.e., newsletters, publications, results, etc.) until the completion of the project. Lastly, the links to access the FOR-FREIGHT social media accounts and website have already been provided to the project consortium.

2 Introduction

2.1 Mapping FOR-FREIGHT Outputs

This section presents the FOR-FREIGHT 's Grand Agreement (GA) commitments, as extracted from the formal deliverable and task description, in respect to their outputs and work to be performed. The purpose is to aid the reviewer in finding the specific sections of the document where the respective tasks' requirements are addressed but also to guide the author through and serve as a check list to address everything that is needed to be addressed.

Table 2-1 Adherence to FOR-FREIGHT's GA Deliverable & Tasks Descriptions

FOR-FREIGHT GA Component Title	FOR-FREIGHT GA Component Outline	Respective Document Chapter(s)	Justification
DELIVERABLE			
D5.1 - Project website and social media presence	"It will set up and maintain the project website by month M2 (by eBOS), which will address a wide and versatile community and will be updated regularly". "The portal will be complemented by a social media communication strategy and channels (e.g., LinkedIn groups) that will ensure a broad diffusion of the project results and promote the project in online discussion communities".	**3** – FOR-FREIGHT Logo **4** – FOR-FREIGHT Website **5** - FOR-FREIGHT Social Media presence	The deliverable describes the visual identity of the project in detail, such as the logo, the website and the social media channels created. Therefore, in this deliverable reader will find: • Description and screenshots from FOR-FREIGHT's website. • Description and screenshots from FOR-FREIGHT's social networks. • Methodology followed during the website design and implementation. • The administration of the website [WordPress Content Management System (CMS)].
TASKS			
T5.1 - Dissemination & communication activities (M1-M40)	"This task will define the Dissemination and Communication (D&C) plans and select appropriate tools to be used by the consortium for internal/external communication. The main elements of the D&C plan will be tasks, responsible partners, materials used, audience	**2** - Introduction	In the respective document, some of the tools that the project consortium is going to use for internal and external communication are mentioned. It, therefore, refers to the FOR-FREIGHT

	addressed and timing. In addition, the D&C plan includes: (a) project identity definition; (b) target group definition; (c) issue of dissemination material; (d) selection of the appropriate communication activities; (e) evaluation of the communication activities performed. It will set up and maintain the project website by month M2 (by eBOS), which will address a wide and versatile community and will be updated regularly. The portal will be complemented by a social media communication strategy and channels (e.g., LinkedIn groups) that will ensure a broad diffusion of the project results and promote the project in online discussion communities. The project's intermediate results will also be presented in form of white papers, presentations and online demos in various conferences and industrial exhibitions with the purpose of commercially exploiting the project's results and identifying new partners for collaboration in the EU market. The following options will also be considered: (i) joint organisation with other relevant 5G PPP/SNS projects, (ii) co-hosting in the framework of other well-established events, (iii) organisation of a session with other 5G stakeholders, (iv) cooperation with 5G PPP/SNS WGs and mapping of results, (v) Contribute, upon invitation by the CINEA, to common information and dissemination activities to increase the visibility and synergies between HE/H2020 supported actions. Output: D5.1, D5.2, D5.3, D5.4".		visual identity, as well as various dissemination tools that have been developed at the beginning of the project (M1 – M2). Such tools refer to the project website, as well as social media accounts such as LinkedIn, Twitter and YouTube channel. The rest of the task requirements especially related to the D&C plan will be thoroughly addressed in upcoming deliverable D5.2 to be submitted in M6. The respective accounts are aiming to attract and engage a wide and versatile community in the project activities. The number of followers and website visits are defined in this document and screenshots of various posts promoted are provided. Also, online connections have been made with other EU projects and professionals via these channels to disseminate results and build on future collaborations. Concerning the dissemination material promoted during the project's lifecycle, Annexes I, II, and III reflect the Roll-up Banner, the Flyer and Bag of the project, created, designed and disseminated in the project's social media channels at M1.

2.2 Deliverable Overview and Report Structure

The Deliverable 'D5.1. Project website and social media presence' of the FOR-FREIGHT project is part of Work Package (WP) 5 "Dissemination, Communication & capacity building" and refers to the construction and publishing of the project's official website itself and the setup of other social media channels, such as Facebook, LinkedIn and Twitter accounts, and the project's YouTube channel.

The deliverable is of significant importance since it marks from an early stage the "online" dissemination activity and the initial web presence and visibility of the FOR-FREIGHT project. The first website version was set up during M2 (October 2022) and is continuously updated. To support knowledge dissemination and impact creation, all public deliverables will be published on the project website, which will be constantly updated until the end of the project.

The project's website has been designed and launched by eBOS Technologies, acting as the central public source for all project information, description, objectives, updates, latest developments, as well as dissemination activities and other events relevant to the FOR-FREIGHT project and its stakeholders. All partners are entitled to publish the project results in the usual scientific form and all concept publications are published on the website and submitted to all partners together. Correspondingly, the project's social media profiles were also created by eBOS Technologies as additional dissemination tools and will be frequently updated until the completion of the project.

As per the project's Grant Agreement (GA), the target audience of the website and social media accounts is its consortium, the industry and technological, research and academic communities, as well as institutional organizations. In addition to these target groups, the project's dissemination tools aim at attracting potential collaborators, customers and investors, and exposing synergies with other projects. An extremely imperative requirement to ensure exploitation, high impact and increased interest in the project's results, is to cautiously and effectively disseminate and communicate the appropriate information to the relevant audience, in a concise, well-articulated, understandable and attractively wrapped manner. Communicating the right information and messages to the right people, using the right language and suitable means is the key to a successful dissemination strategy.

Taking into account the above implemented under Task 5.1: Dissemination and Communication activities that eBOS leads, the respective document provides an Introduction in Chapter 2. The FOR-FREIGHT's visual identity is illustrated in Chapter 3, as it provides the readers with the FOR-FREIGHT logo. In Chapter 4, the readers are able to gain a holistic picture of FOR-FREIGHT's website, with emphasis on the content and development methodology implemented, while providing snapshots for each of the pages. In addition, information in regard to the privacy and cookies policy of the FOR-FREIGHT website is available, and Google Analytics results are also provided in the Chapter. Chapter 5 introduces the social media accounts of the FOR-FREIGHT project (LinkedIn, Twitter, YouTube) and gives the conclusions of the document.

3 FOR-FREIGHT Logo

Chapter 3 refers to the FOR-FREIGHT Logo. The brand of the logo as the project's main visual identity had to be established before the website design. The final FOR-FREIGHT logo was designed, taking into account the FOR-FREIGHT core subjects such as 'freight' and 'logistics', as well as the interoperability element witnessed in the interacting dots. Figure 3-1 below shows the FOR-FREIGHT logo.

Figure 3-1 FOR-FREIGHT Logo

4 FOR-FREIGHT Website

Chapter 4 provides the readers with an analysis of the FOR-FREIGHT website structure, design and development, which represents the main public FOR-FREIGHT presence and disseminates the online reputation of the FOR-FREIGHT project. The main aim of the project's website, as a key tool for dissemination and communication, is to connect with relevant stakeholders and the general public and inform the audience about the project's objectives, progress, activities, news and updates, as well as the FOR-FREIGHT's developments and results. To achieve the above, among other actions, the project consortium will be providing the interested bodies with regular updates about the project, by sharing the FOR-FREIGHT periodic Newsletter, once every six months. To develop the project's website, eBOS took into account the colours of the FOR-FREIGHT logo, as well as its key subjects (freight and logistics).

In collaboration with the project's coordinator, CERTH, who has hosted the project website, eBOS has launched the FOR-FREIGHT website on October 2022 (M2), which can be accessed at the link here: www.for-freight.eu

4.1 Website structure and methodology

A web design platform, the WordPress Content Management System (CMS), was the tool used to develop and release the FOR-FREIGHT website. eBOS, as the dissemination and communication leader in the project, has taken into account the user interface design standards and requirements defined in the Grant Agreement (GA) to set the FOR-FREIGHT website content, structure, and setup. The main goal when setting up the FOR-FREIGHT website was to be user-friendly and practical and provide 'rich' content information in order to benefit the experience of the users navigating the various website pages. The users can access the project's website from various devices such as smartphones, laptops, tablets, desktops, and also PCs, aiming to secure multi-device and multi-browser compatibility. With this in mind, the GUI Design Principles [1] are considered essential when designing and delivering the project's website. To be more specific, the principles refer to:

- **Aesthetically pleasing visual:** Delivers visual appeal by following presentation principles and graphic design:
  - Presents significant contrast between screen elements;
  - Generates groupings while aligning groups and screen elements;
  - Uses graphics and colours effectively and simply.
- **Comprehensibility:** The interface is instinctive, and the flow is simple to learn;
- **Clarity**: The interface is conceptually, linguistically and visually clear:
  - Visual elements;
  - Functions;
  - Text, words and metaphors.
- **Consistency**: The interface looks, acts, and performs in a consistent manner;
  - The same actions always yield the same results;
  - The position of basic elements remains the same.
- **Control**: The user controls the interaction, and in particular:
  - Actions result from explicit user requests;
  - Actions are performed quickly;
  - Actions can be interrupted or terminated;
  - The user is never interrupted by errors.
- **Simplicity**:
  - Provide as simple interface as possible;

  - Common actions are made simple;
  - Features important functions prominently;
  - Minimizes screen alignment points;
  - Uniformity and consistency are provided throughout the website.
- **Efficiency**:
  - The design minimises user's eye and hand movements;
  - Transitions between various system controls flow easily and freely;
  - Navigation paths are as short as possible.

4.2 Website Navigation Structure

During the design and development of the FOR-FREIGHT website, effective technologies such as JavaScript, CSS3, and HTML5 have been attained. The main aim of the use of such technologies was to maintain an accessible result, as well as multi-device compatibility and cross-border functionality.

As stated above, the FOR-FREIGHT website works as a successful dissemination tool, which as the project's main dissemination platform reaches out not only to the general public but also to interested stakeholders who can in many ways benefit from the project. Henceforth, the project website:

- presents the FOR-FREIGHT project in general;
- presents the main objectives of the FOR-FREIGHT project;
- aims to inform and engage the general audience;
- aims to attract and engage additional interested stakeholders;
- disseminates the FOR-FREIGHT project progress, events and activities, and;
- disseminates the FOR-FREIGHT project's public documents and/or deliverables.

The FOR-FREIGHT consortium, to attract and engage interested bodies and stakeholders to register on the project website and learn more about the project, as well as participate in various project activities, can get in touch with the project partners via the "Get Involved!", or the "Contact Us" pages. An *Expression of Interest Form* will be soon available on the "Get Involved!" page for those interested in learning more or being part of the project activities. More information is provided in Sections 4.2.11 and 4.2.12.

Figure 4-1 illustrates the FOR-FREIGHT design structure, aiming to best reflect the project's concept, materials, activities, events and news, as well as the FOR-FREIGHT results.

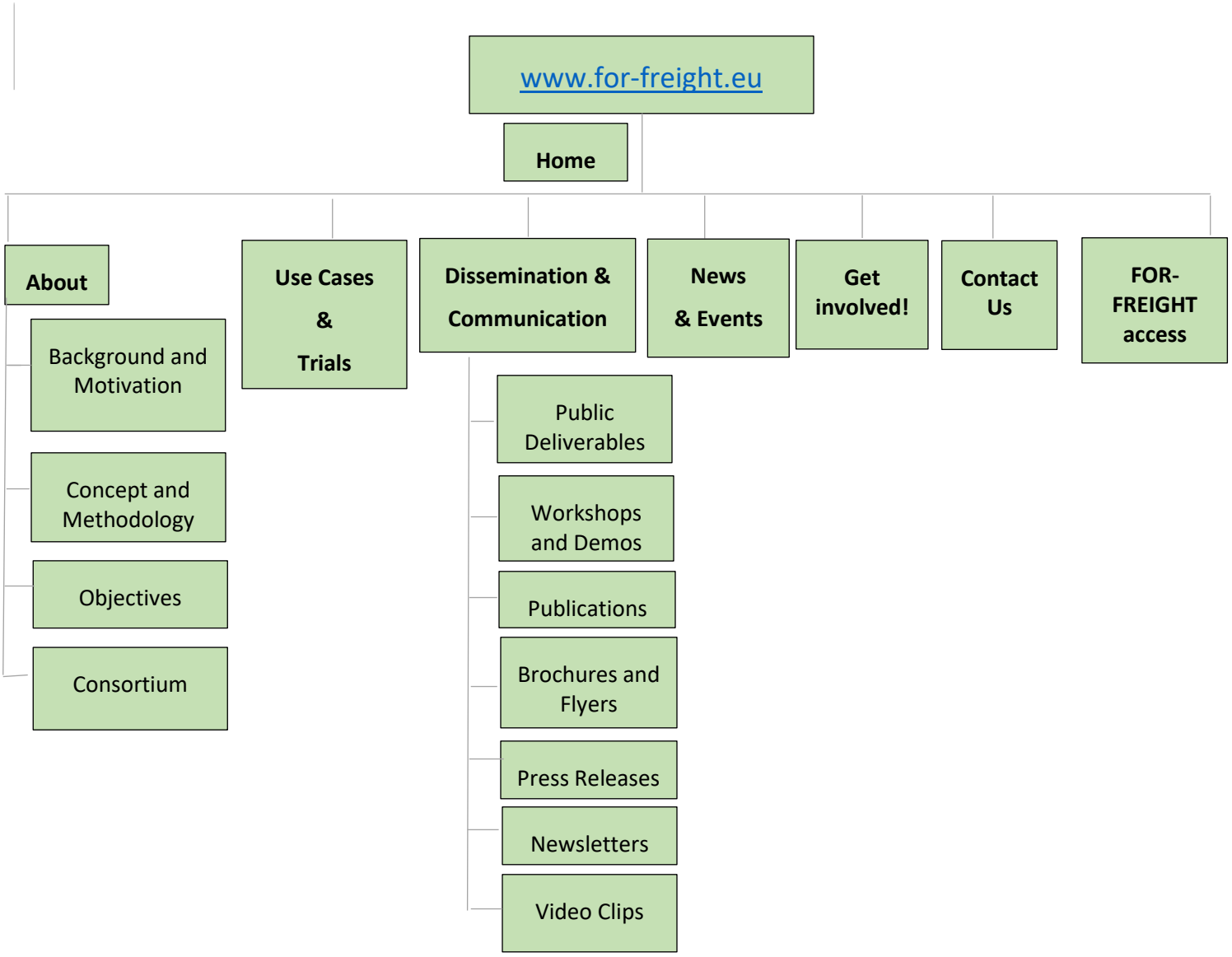


Figure 4-1 FOR-FREIGHT Website Structure

4.2.1 The “Home” page

The first page that FOR-FREIGHT users can see when entering the FOR-FREIGHT website is the “Home” page. The “Home” page promotes a quick view of the content of the website while scrolling pages, as well as the project’s logo, and provides the audience with an early experience of what the project is about. For example, it reflects FOR-FREIGHT’s scope and objectives, the project consortium, as well as relevant news, and the main project’s contact details. The header hosts the main navigation menu and links to social media channels of the FOR-FREIGHT Project. Figure 4-2 and Figure 4-3 illustrate various screenshots from the “Home” page of the FOR-FREIGHT website.

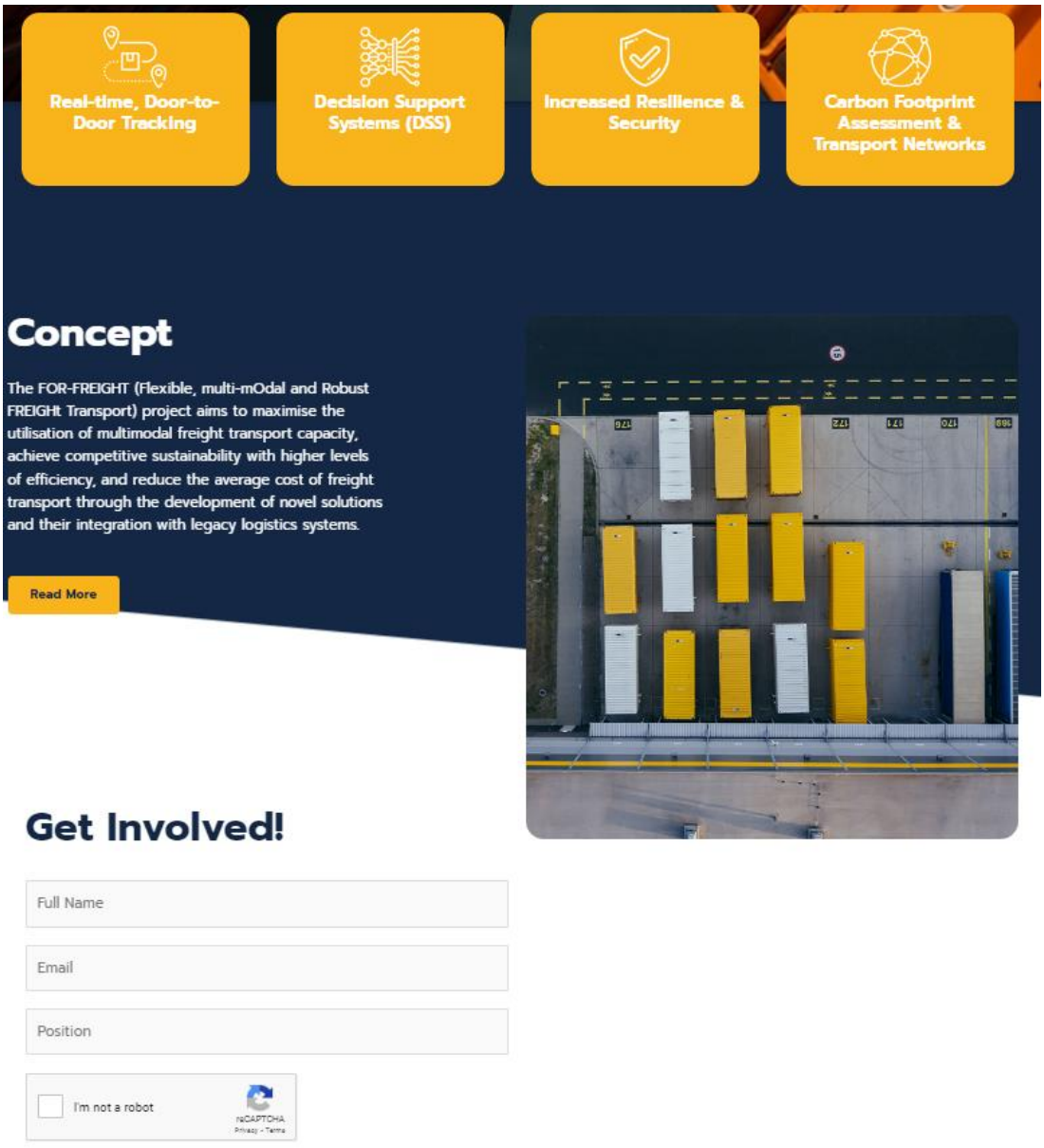


Figure 4-2 FOR-FREIGHT Home page

Figure 4-3 FOR-FREIGHT Home page

4.2.2 The "About" page

By navigating the "About" page, the users can view a brief description of the FOR-FREIGHT project, and specifically, background information, the project's overall concept and methodology, as well as the project's objectives and the project consortium (Figure 4-4). Therefore, the "About" page is a drop-down menu that highlights the options leading to those subpages. The information and content provided on the respective page is an alignment with the FOR-FREIGHT Description of Action (DoA).

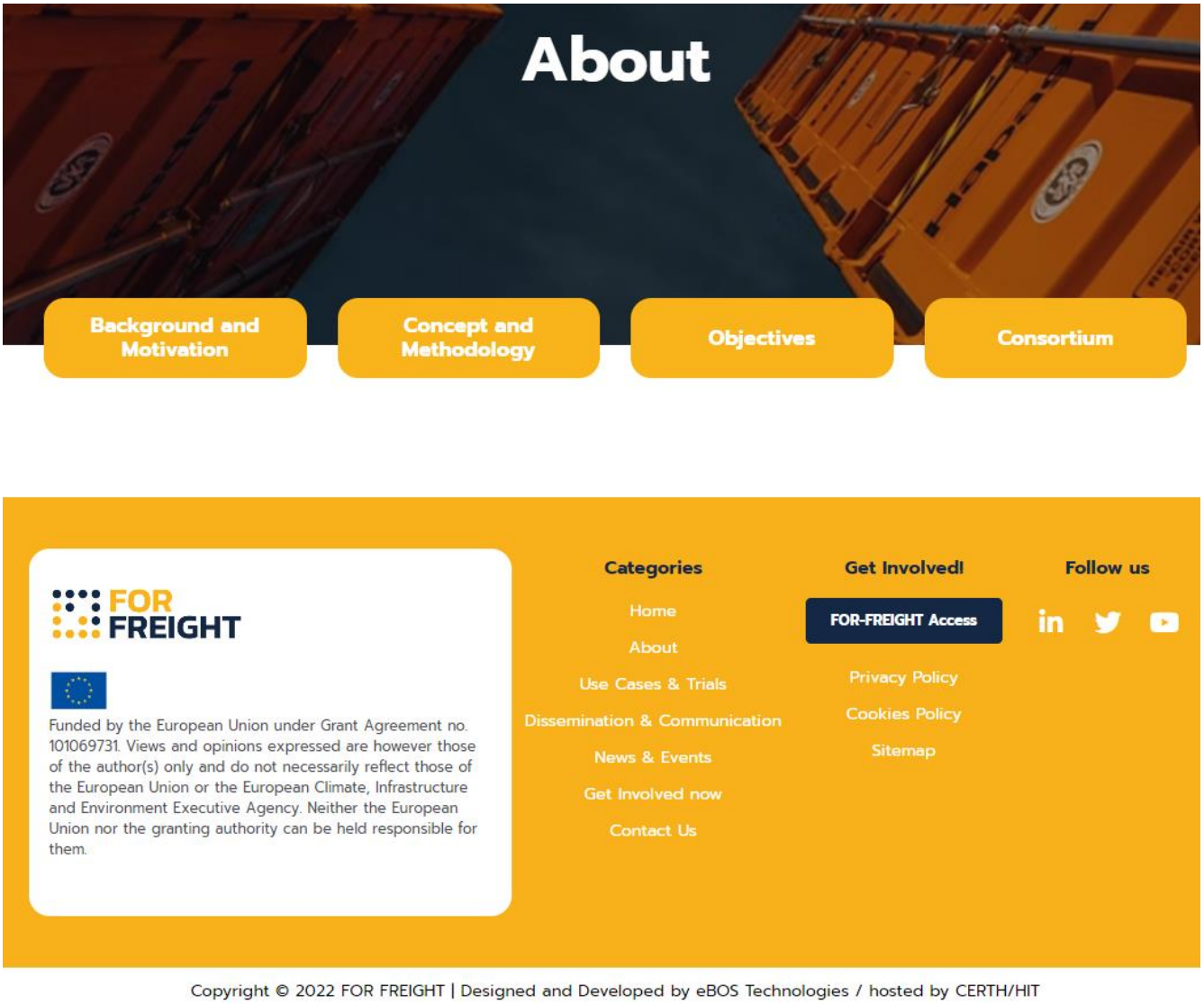


Figure 4-4 FOR-FREIGHT About page

4.2.3 The "Background and Motivation" page

The "Background and Motivation" page provides the users with a background research analysis on the field of transport and logistics, and it briefly explains the challenges and the need for more efficient management at multi-modal/inter-modal and international levels. More specifically, this page highlights the integration of novel technologies into daily operations, with the main aim to modernize the production, storage, and shipment methodology of transport and logistics to increase efficiency, cost reductions, etc. (Figure 4-5).

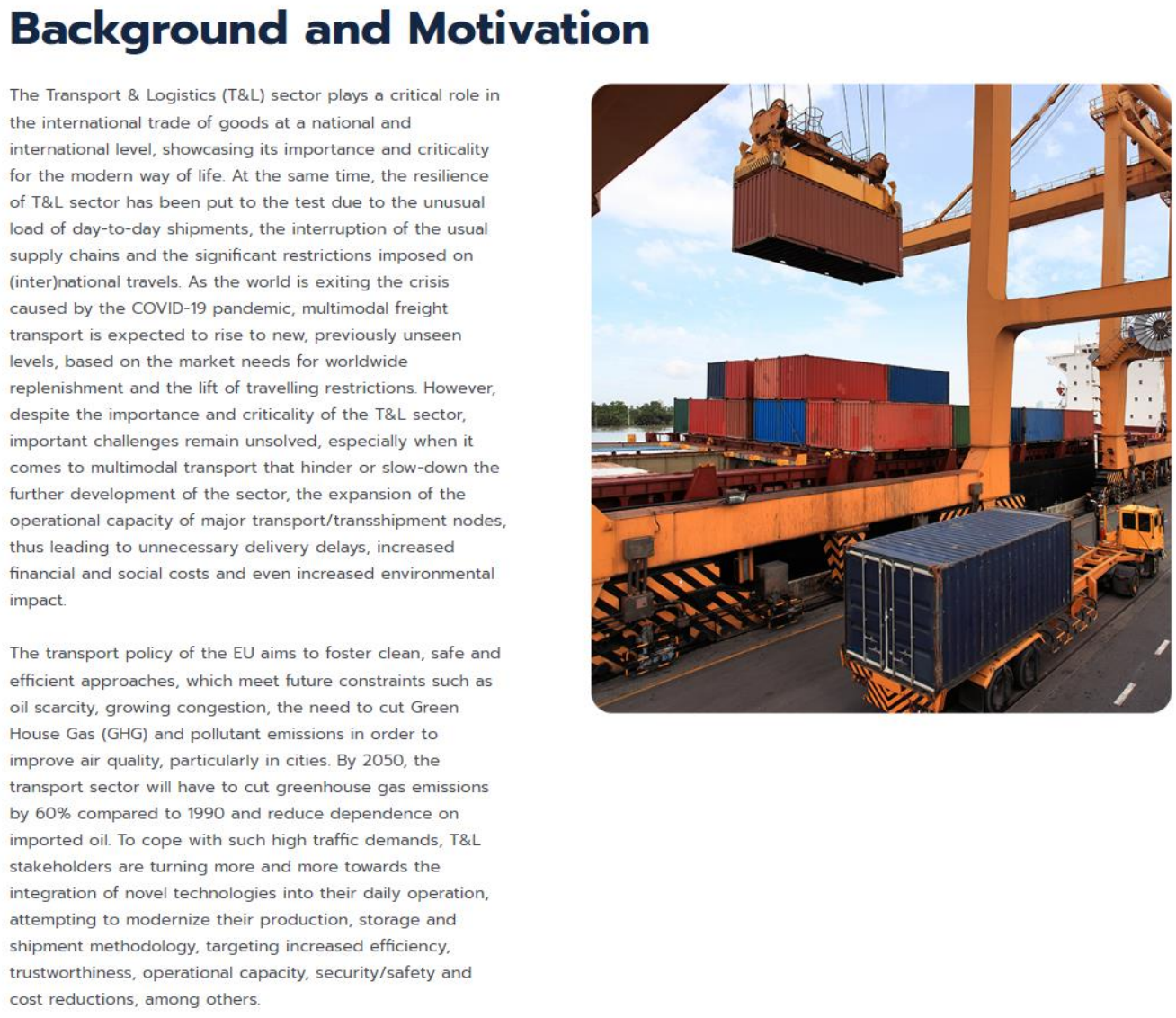


Figure 4-5 FOR-FREIGHT Background and Motivation page

4.2.4 The "Concept and Methodology" page

This page reflects the concept and methodology the project consortium approached for the FOR-FREIGHT project. It provides an overview of the project's scope, which is to achieve competitive sustainability with higher levels of efficiency, and reduce the average cost of freight transport through the development of novel solutions and their integration with legacy logistics systems, and it also refers to the project's unique value propositions. Based on this, a screenshot of the FOR-FREIGHT overall concept and envisioned platform architecture is provided in Figure 4-6 and Figure 4-7 below.

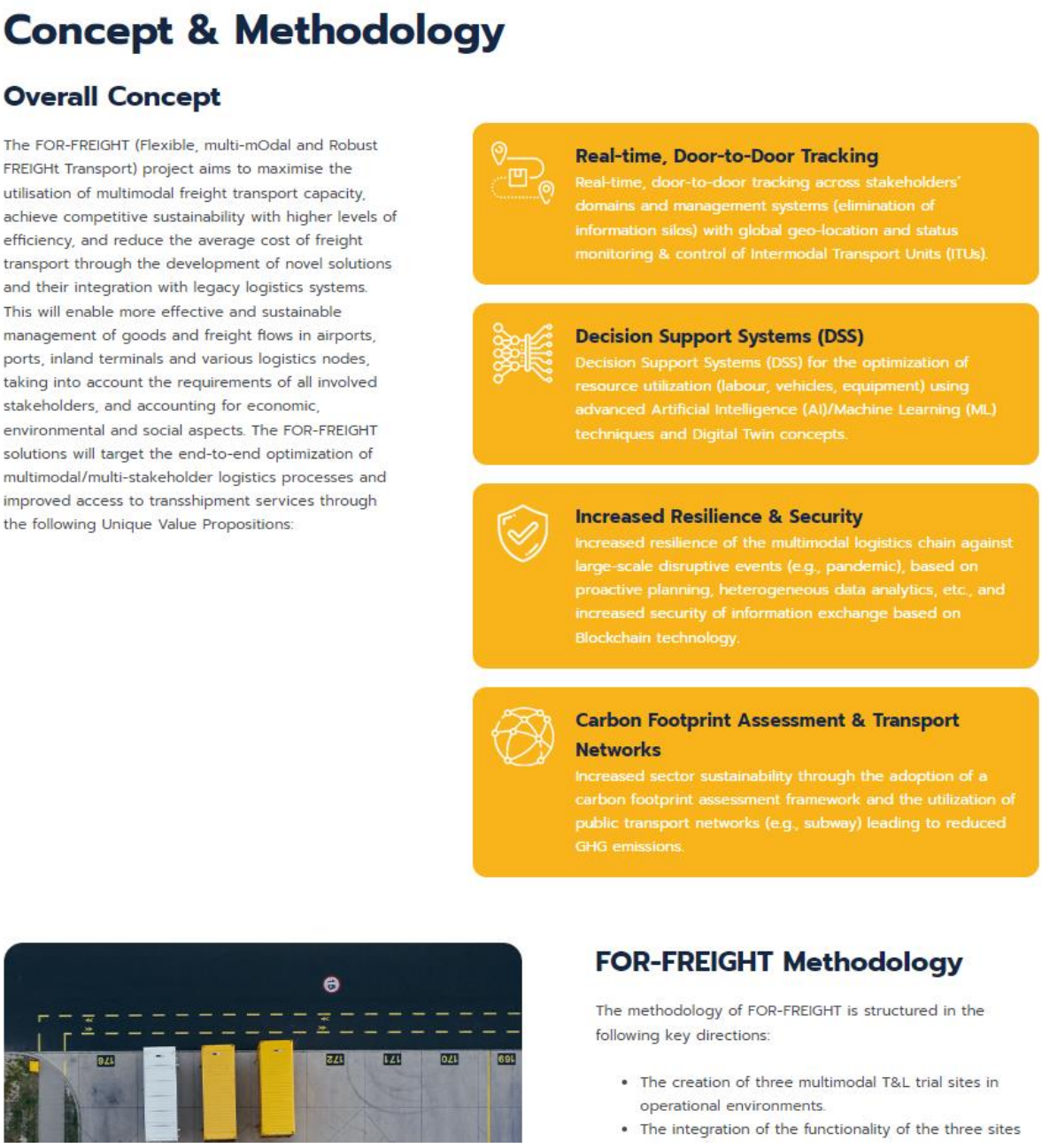
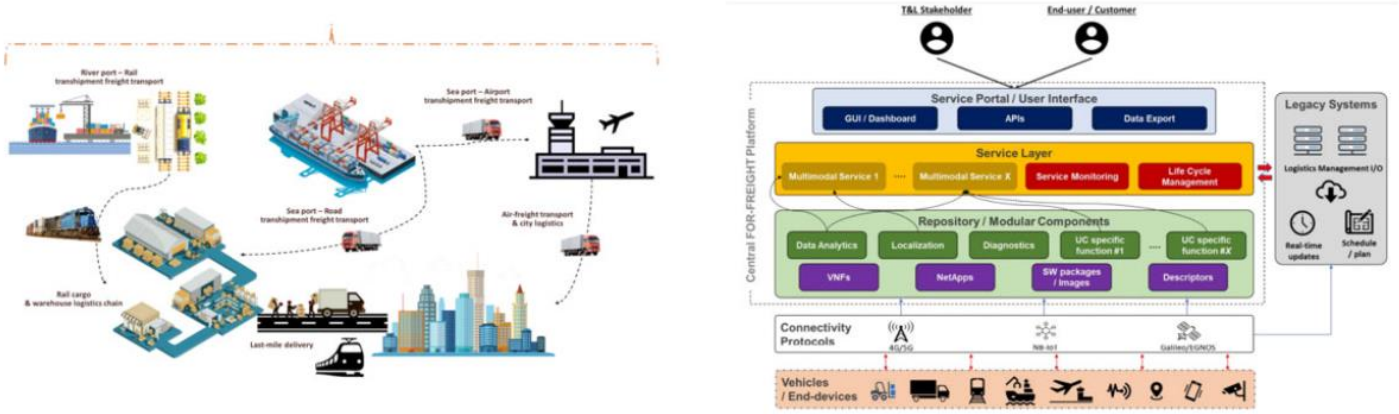


Figure 4-6 FOR-FREIGHT Concept and Methodology page



FOR-FREIGHT overall concept & envisioned platform architecture

Figure 4-7 FOR-FREIGHT Concept and Methodology page

4.2.5 The "Objectives" page

On this page, the FOR-FREIGHT objectives are given for the users and interested stakeholders to gain a better idea about the project's scope and approach. The project's objectives are five, and are presented in the following Figure 4-8.

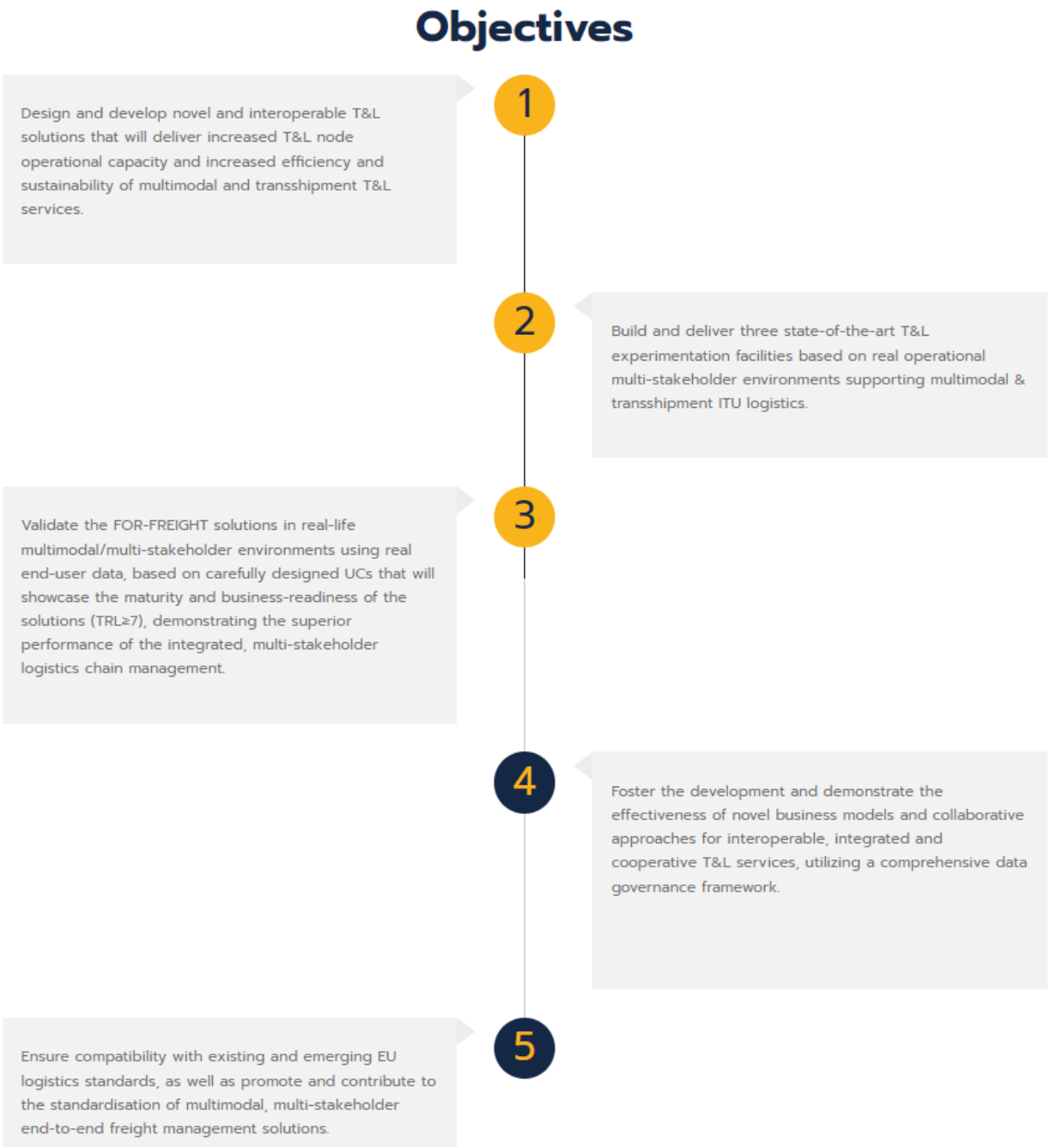


Figure 4-8 FOR-FREIGHT Objectives page

4.2.6 The "Consortium" page

The "Consortium" page (Figure 4-9) lists the project partners representing the FOR-FREIGHT Consortium, providing the project partners' names along with their corporate logos.

Figure 4-9 FOR-FREIGHT Consortium page

4.2.7 The "Use Cases and Trials" page

This page briefly states the three project's UCs that will be demonstrated in each trial site facility (Figure 4-10):

1) UC1 (Spain) - Blockchain & Digital Twins to support Decision Making Process in multimodal transport combined with a Subway-Based Network for sustainable last mile distribution.
2) UC2 (Greece) - Port-to-Airport multimodal freight transport: End-to-end optimization with DSS and real-time monitoring & control capabilities.
3) UC3 (Romania) - Riverport to warehouse hub via railway network - Galati Port.

Each UC has an extended tab, in which by clicking it users can see the detailed description of the UC, including relevant figures to get a better picture of what is going to be implemented during the project.

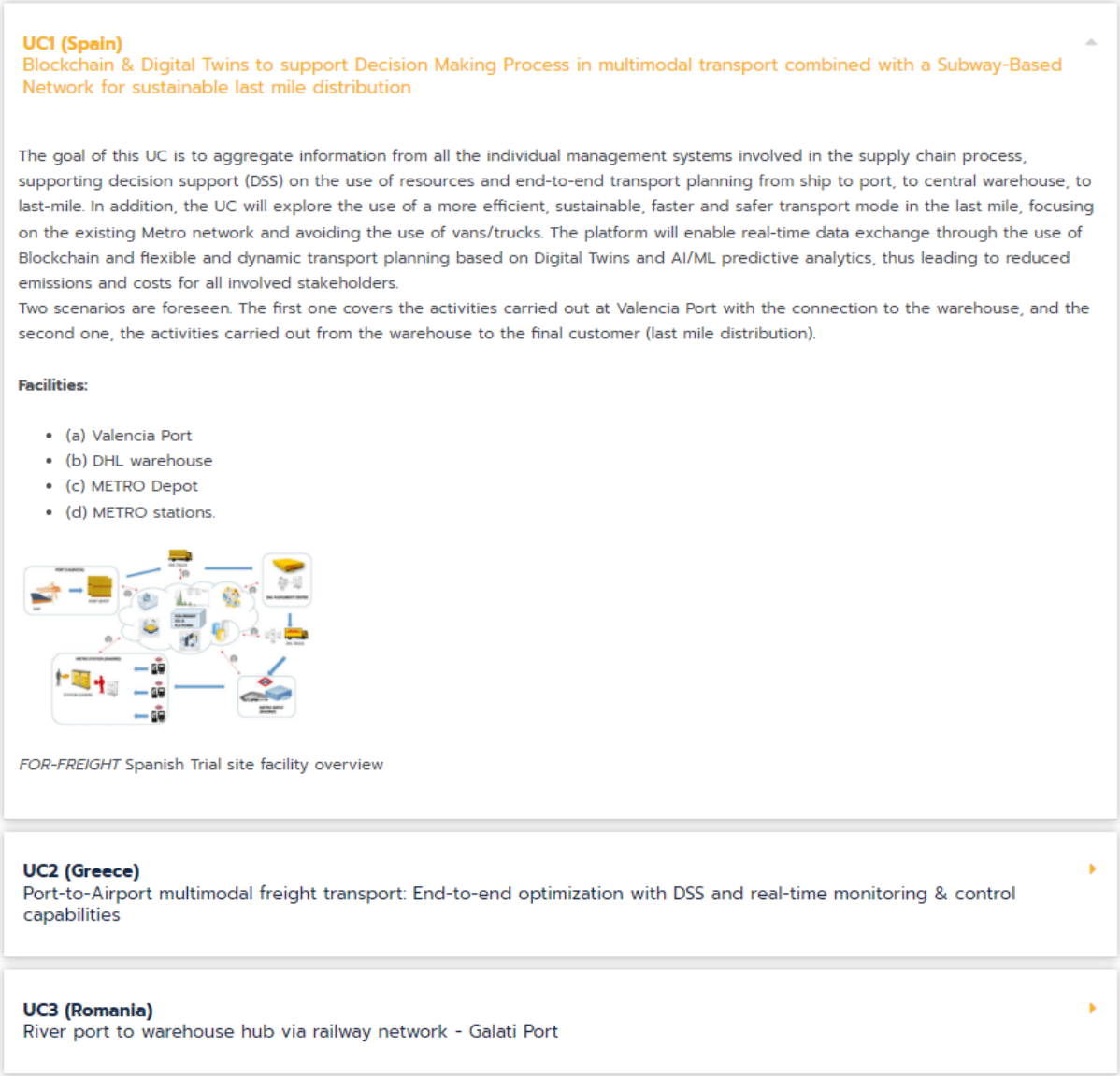


Figure 4-10 FOR-FREIGHT Use Cases and Trials page

4.2.8 The "Dissemination & Communication" page

The "Dissemination and Communication" page includes all the ongoing dissemination and communication channels and tools (Figure 4-11) the project consortium will be using to disseminate the FOR-FREIGHT project and its results. More specifically, what is going to be disseminated is:

i. Public Deliverables
ii. Workshops and Demos
iii. Publications
iv. Brochures and Flyers
v. Press Releases
vi. Newsletters
vii. Video Clips

The content of these pages is not yet available, as they will be updated during the project lifecycle, with the relevant dissemination material when produced.

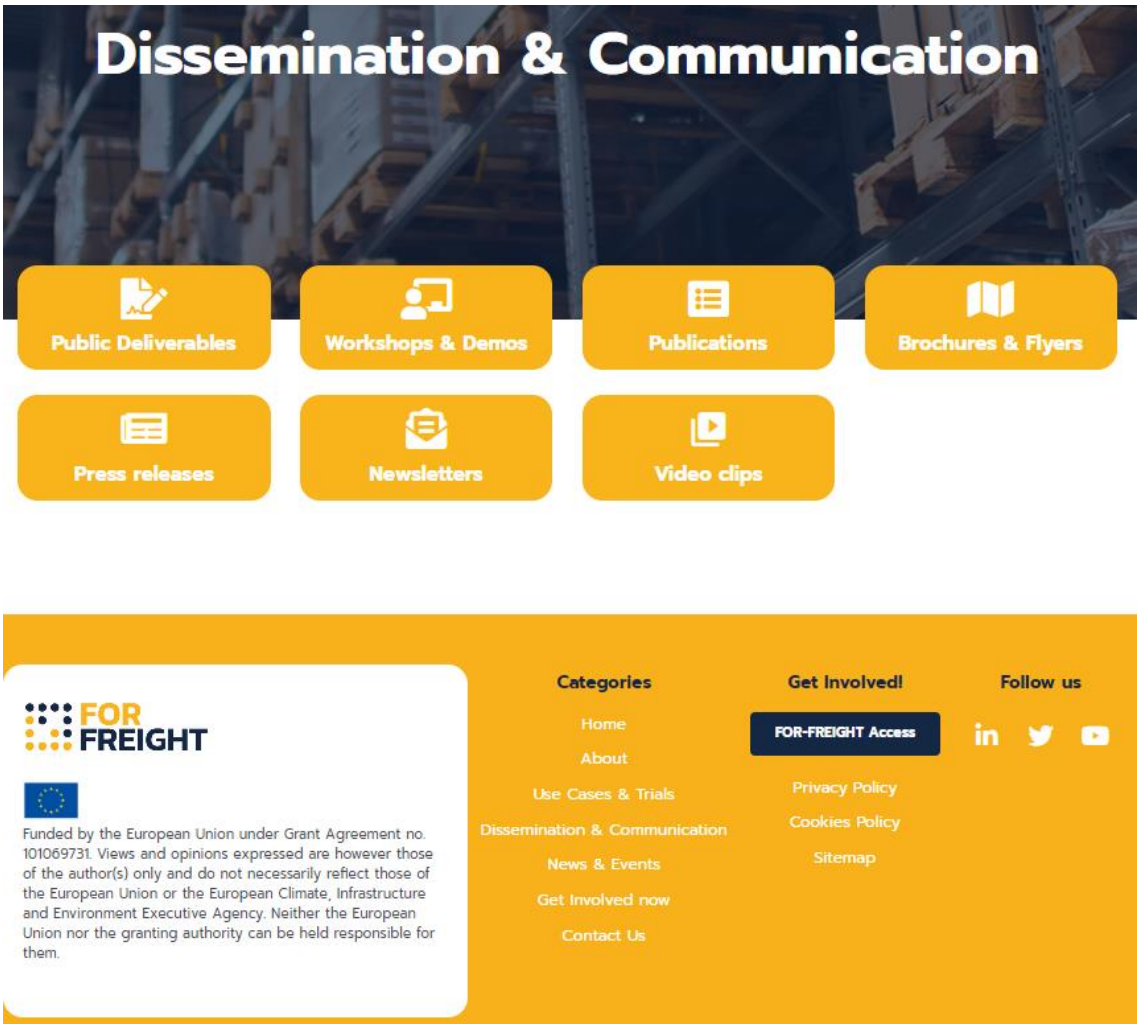


Figure 4-11 FOR-FREIGHT Dissemination & Communication page

4.2.9 The "News & Events" page

On this page (Figure 4-12), the FOR-FREIGHT users will be informed concerning the project's news, workshops, press releases, ongoing actions and project progress, as well as the partners' meetings and gatherings. Henceforth, the "News & Events" page will be regularly updated, based on the activities and updates in the FOR-FREIGHT consortium countries, as well as at a pan-European level, and beyond.

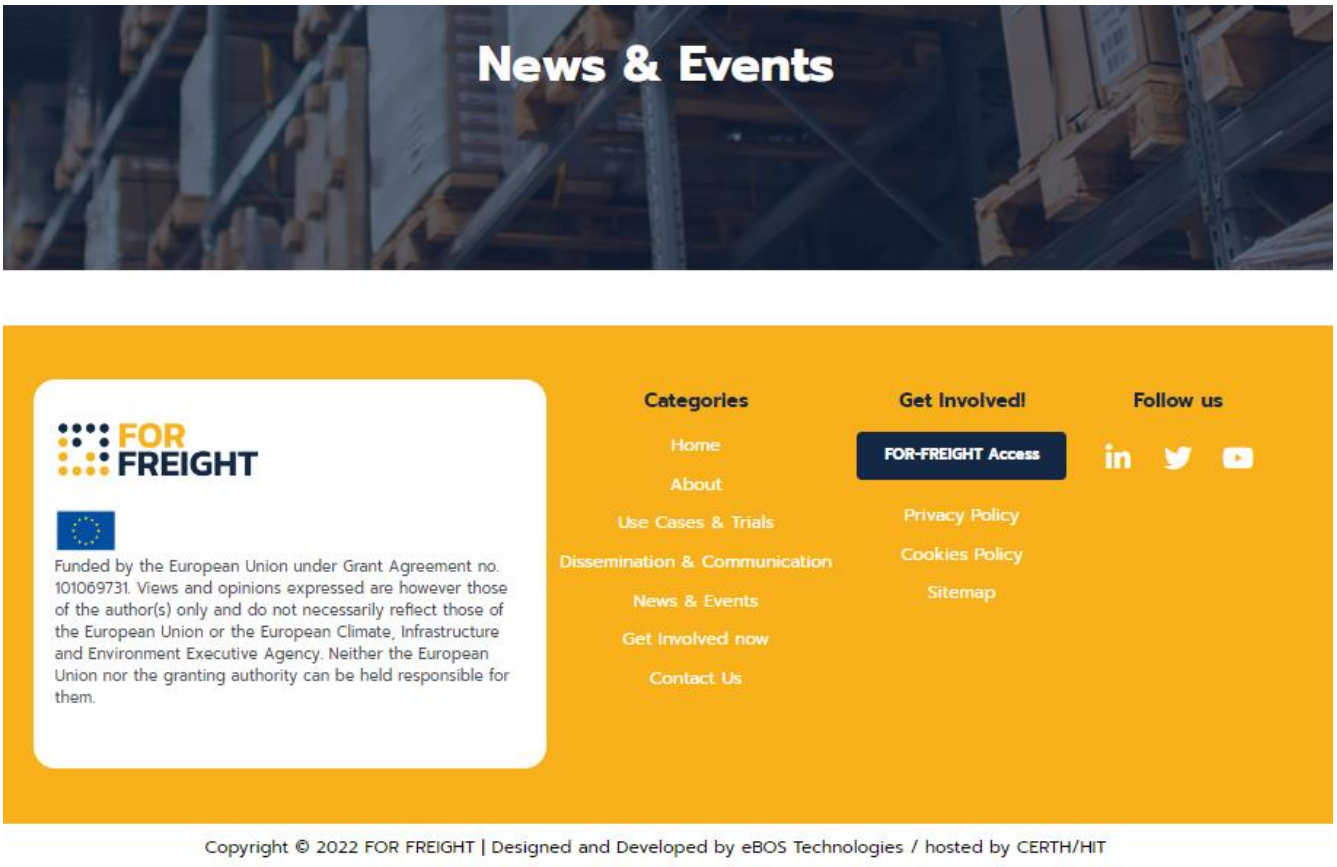


Figure 4-12 FOR-FREIGHT News & Events page

4.2.10 The "Get Involved!" page

The "Get Involved!" page is aiming to attract website visitors to get involved and get to know the FOR-FREIGHT project better (Figure 4-13). Interested individuals and stakeholders can observe the various activities implemented and become aware of the impact those actions bring to the project and to their work as well.

On this page, various stakeholders and any other individuals interested in the project will be informed on the ways they can get involved in the project's activities, and by completing the *Expression of Interest Form* which will be later on created for this purpose, they will be confirming their commitment to the project. Some examples of commitment expected in the project are their involvement in the project's workshops, trainings, experiments and trials, and also clustering activities that will be taking place throughout the project lifecycle.

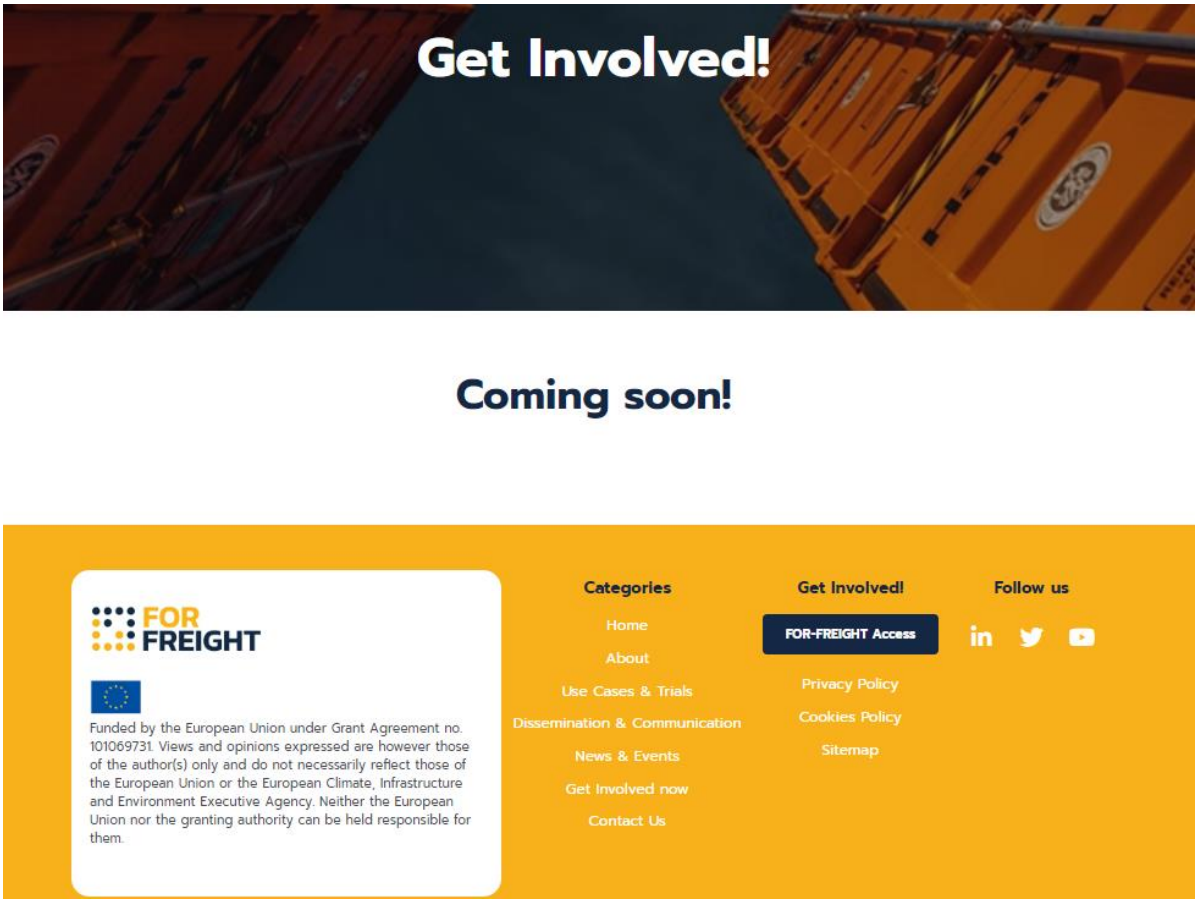
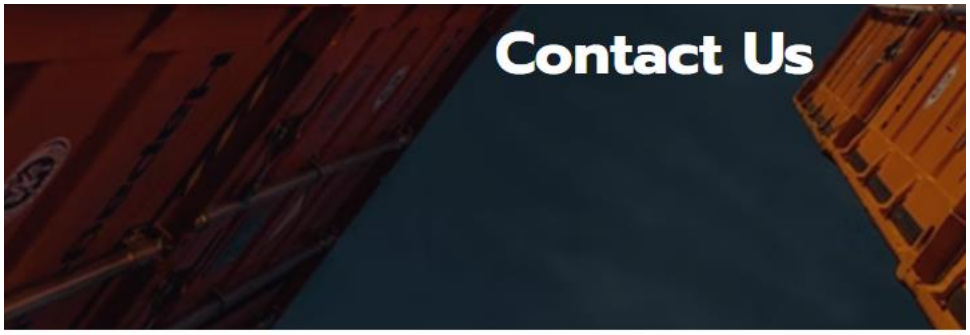


Figure 4-13 FOR-FREIGHT Get Involved page

4.2.11 The "Contact Us" page

On this, last page of the website (Figure 4-14), the FOR-FREIGHT users will have the possibility to contact the project consortium and submit their requests and queries through an online form, or via the project's general email address. The email will be monitored by the Dissemination and Communications Manager, and the Project Coordinator.



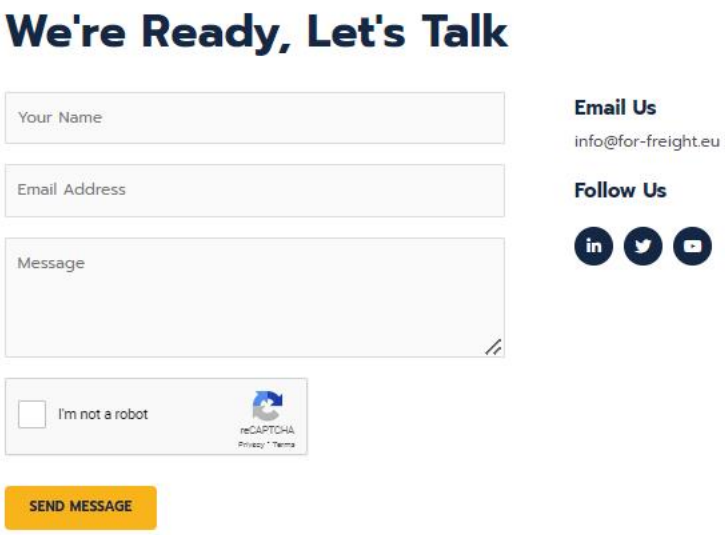


Figure 4-14 FOR-FREIGHT Contact Us page

4.2.12 The "FOR-FREIGHT access" page

The project's website will be publicly accessible, and will also feature a restricted area, only accessible to project partners, the EC project scientific officer and the project review panel team. This restricted area contains documents and confidential information related to the project's internal activities and reporting (Figure 4-15).

Figure 4-15 The FOR-FREIGHT access page

4.2.13 Privacy Policy and Cookies Policy

Loading the FOR-FREIGHT website for the first time when visiting the "Home" page, the FOR-FREIGHT users can see on their screens the "Accept Cookies" option (Figure 4-16). This is to inform them that the project's website is maintaining a record of their visits to the website's pages, but also for internal purposes, to help the Dissemination and Communications Manager of the project to keep track of the traffic and total visits of all users to the website. Aligned with the EU GDPR [2], the cookies are powered by the WordPress General Data Protection Regulation (GDPR) Cookie Compliance plugin [3], which can be seen by clicking on the "Cookies Policy", and the "Privacy Policy" (Figure 4-17and Figure 4-18).

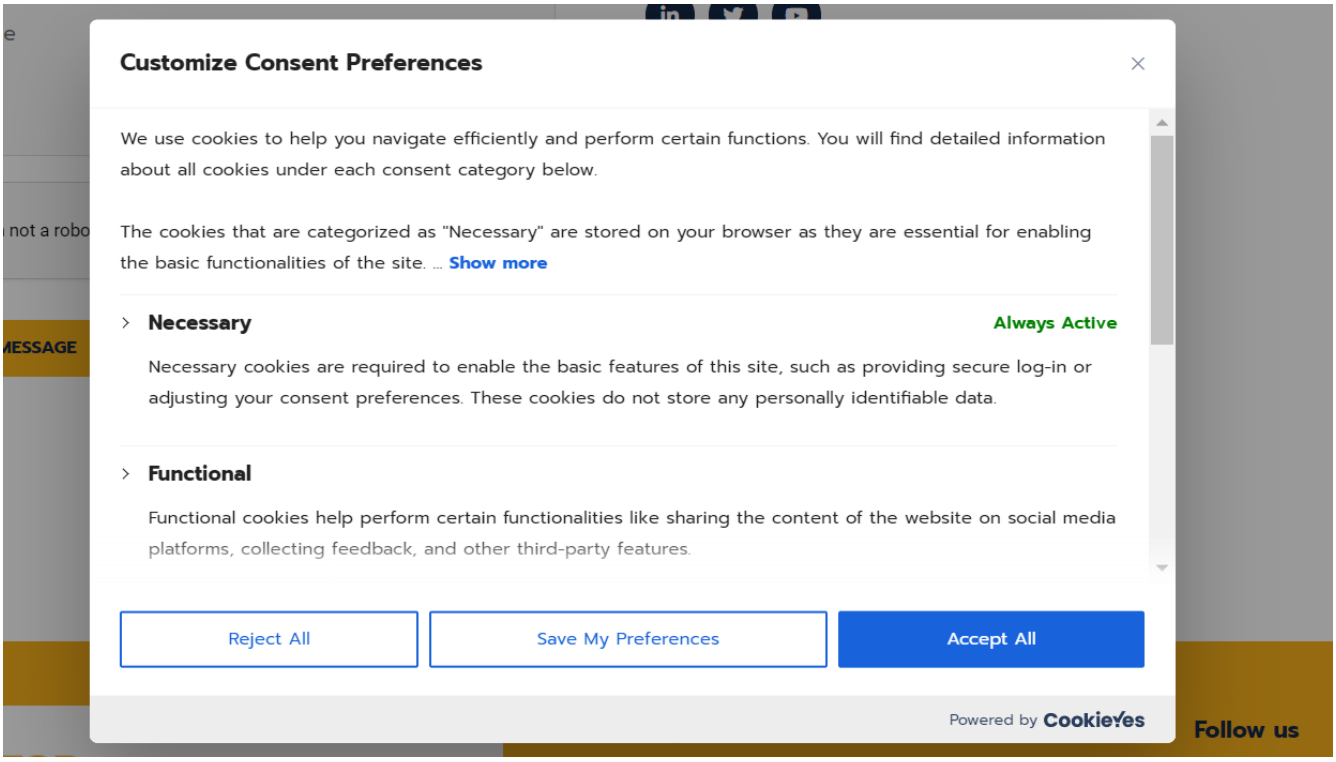


Figure 4-16 FOR-FREIGHT Accept Cookies option

In order to make your visits to our project Site as pleasant as possible, the FOR-FREIGHT Consortium uses cookies. These cookies automatically track and collect certain technical information that your browser sends to us. This information might include Internet protocol (IP) addresses, the browser type, browser language, Internet service providers (ISP), referring/exit pages, URLs, operating systems, date/time stamps, and other similar information. However, this information doesn't identify individual users and we use it exclusively to analyse trends, to administer the site, to track user movements around the site as a whole to improve the services provided.

What is a Cookie?

Cookies are simple text files downloaded to your computer or mobile device when you visit a website or page, so the website can recognize your device the next time you visit. They're essential for easy navigation, making your experience faster, easier, and more personalized. The term "cookies" in this Policy is used to refer to all files that collect information in this way.

There are many functions cookies serve. For example, they can help us to remember your language preferences or login information or analyse how well the site is performing, or even allow us to recommend content we believe will be most relevant to you.

There are cookies set by us called first party cookies;

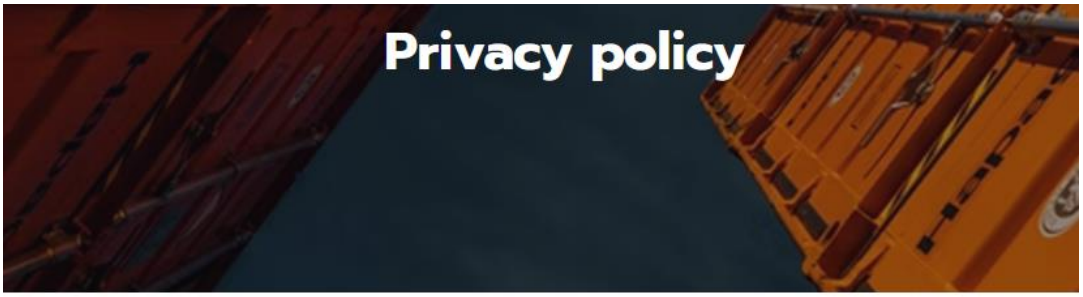
A third-party cookie is a cookie that is associated with a domain name different from that of the page where the cookie is encountered. Third-party cookies are placed by the external social media profiles used in FOR-FREIGHT's website.

Third-party cookies are different from First-party cookies, which are associated with the domain of the page being visited.

Types of Cookies

1. **Strictly Necessary Cookies**
   These are the most important cookies because they are essential for the operation of the site. You need them to move around our website and access many basic features. If you opt to disable these cookies, you will not be able to access or use the project's website at all.
2. **Functionality Cookies**
   We use functionality cookies to allow us to remember your preferences. They record information about choices you've made on our website, such as language etc.
3. **Performance / Analytics Cookies**
   We utilize performance/analytics cookies to analyse how the Website is accessed, used, or is performing in order to provide you with a better user experience and to maintain, operate and continually improve the Website. For example, these cookies allow us to better understand our Website's visitors so that we can improve how we present our content or collect general and not personalized information about Website visitors such as what browsers or devices they are using, determine the number of first-time users etc.

Figure 4-17 FOR-FREIGHT Cookies policy



Introduction

This Privacy Notice will inform you as to how the FOR-FREIGHT Consortium (hereinafter referred to as the "Consortium", "we", "us" and "our") collects and processes information about you and in particular your personal data. We hereby assure you that this Privacy and Personal Data Protection Policy ("Policy") fully respects and complies with EU Regulation 679/2016 ("Regulation") and any other relevant legislation.
The processing of personal data, such as name, address or e-mail address of a data subject shall always be in line with the General Data Protection Regulation (GDPR), and in accordance with the country-specific data protection regulations applicable to the FOR-FREIGHT Consortium. Through this data protection declaration, we would like to inform anyone concerned and the general public of the nature, scope, and purpose of the personal data we collect, use and process. Furthermore, data subjects are informed, by means of this data protection declaration, of the rights to which they are entitled.
As the data controller, the FOR-FREIGHT Consortium has implemented numerous technical and organizational measures to ensure comprehensive protection of personal data processed through this website.

Useful Definitions

- **Personal Data**
  Personal Data is any information relating to an identified or identifiable natural person ('data subject'); an identifiable natural person is one who can be identified, directly or indirectly, indicatively by reference to an identifier such as a name, an identification number, location data, an online identifier or to one or more factors specific to the physical, physiological, genetic, mental, economic, cultural or social identity of that natural person.
- **Personal data breach**
  Personal data breach is a breach of security leading to the accidental or unlawful destruction, loss, alteration, unauthorised disclosure of, or access to personal data transmitted, stored or otherwise processed.
- **Controller**
  Controller is the natural or legal person, public authority, agency or other body which, alone or jointly with others, determines the purposes and means of the processing of personal data.
- **Processor**
  Processor is a natural or legal person, public authority, agency or other body which processes personal data on behalf of the controller.
- **Processing**
  Processing is any operation or set of operations which is performed on personal data or on sets of personal data, such as collection, recording, organisation, structuring, storage, adaptation or alteration, retrieval, consultation, use, disclosure, dissemination or otherwise making available, alignment or combination, restriction, erasure or destruction.
- **Third party**
  Third Party is a natural or legal person, public authority, agency or body other than the data subject, the controller, the processor and persons who, under the direct authority of the controller or processor, are authorised to process personal data.
- **Consent**
  Consent of the data subject is any freely given, specific, informed and unambiguous indication of the data subject's wishes by which he or she, by a statement or by a clear affirmative action, signifies agreement to the processing of personal data relating to him or her.

Figure 4-18 FOR-FREIGHT Privacy policy

4.2.14 Website Administration

The administration site of the FOR-FREIGHT website has been developed with the use of WordPress (version 5.4.2) [4], a web-based software that professionals use to design a website, with additional focus on security, accessibility, performance and user-friendly features which are regularly maintained throughout the project. WordPress is aligned with GDPR regulations [2] and is distributed by a key web hosting solutions company, the "Bluehost".

The page demonstrated when the administrator logins the WordPress, is illustrated in Figure 4-19. Furthermore, the administrator can use the navigation menu found on the left side of the website, to view the website pages. The administrator can also create and duplicate pages, edit, or even rename or delete them, as well as upgrade relevant content.

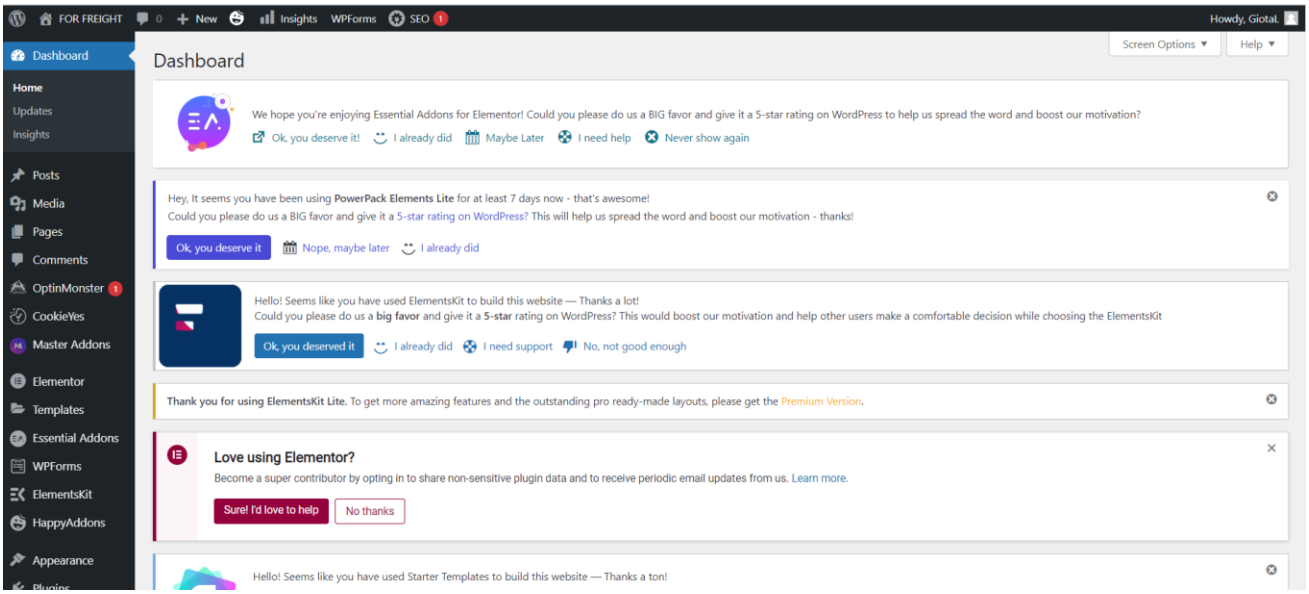


Figure 4-19 FOR-FREIGHT WordPress page

In addition, the project Coordinator, as well as the Dissemination and Communication Manager have access to the Google Analytics of the FOR-FREIGHT project, aiming to observe and report the website's traffic and results. This tool assists the project consortium to track the activities within the website and relevant information. Until the middle of October 2022, the second month of the project, 22 users have visited the FOR-FREIGHT website, as presented in Figure 4-20 below. The website Google Analytics will be tracked by the Dissemination and Communication Manager of the project, and updated statistics will be periodically provided to the project consortium.

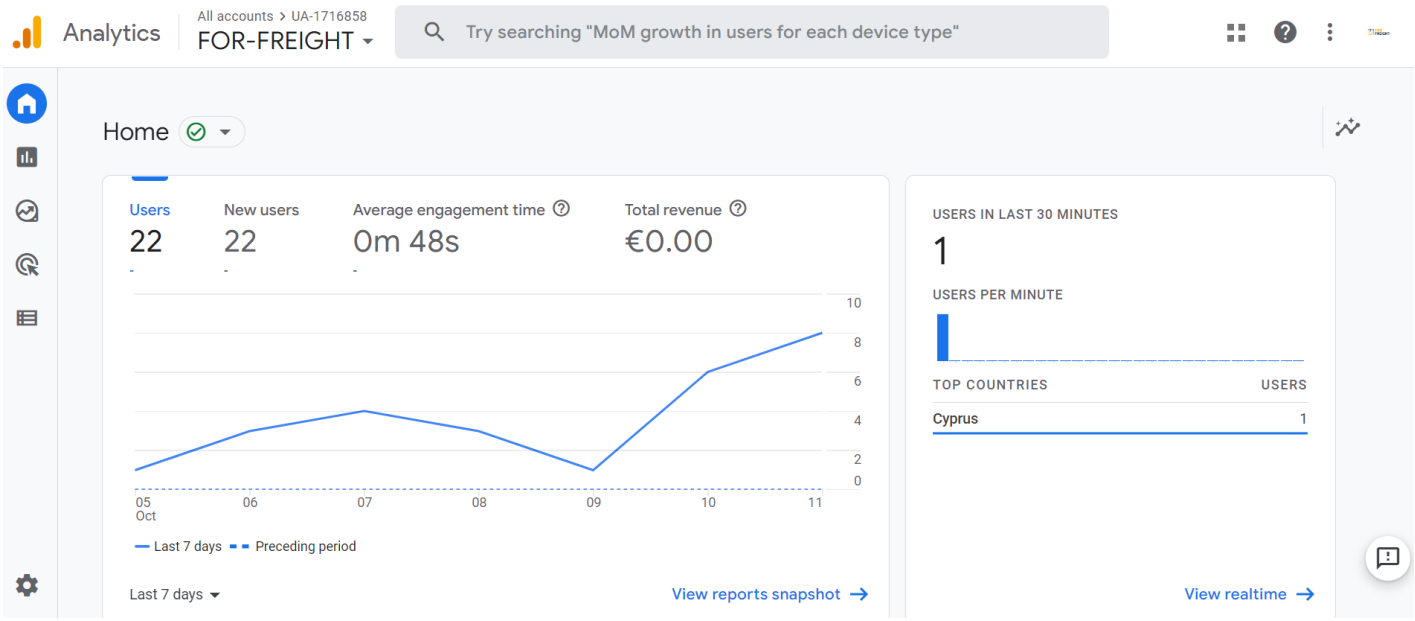


Figure 4-20 FOR-FREIGHT Website Google Analytics

5 FOR-FREIGHT Social Media Channels

This Chapter is dedicated to the FOR-FREIGHT social media accounts which are Twitter, LinkedIn and YouTube channel. As defined in the GA and agreed upon the project partners, those three channels were concluded to be the most popular, user-friendly, practical and effective to promote FOR-FREIGHT's dissemination activities.

In addition, those social media channels are considered open/public professional media networks where professionals and organisations share information about their work and various topics that they find essential to promote. Other EU-funded projects share via these channels, the progress and results of their work, and they call out professionals for future collaborations and joint activities. These dissemination boosters can help the project consortium create a wide network of joint efforts at national and international levels, and therefore increase the visibility of the FOR-FREIGHT project.

The FOR-FREIGHT's Twitter and LinkedIn, and YouTube have been created at M1 of the project, and have been disseminated to all project partners who were asked to promote the social media accounts to their professional networks and organisations to increase the accounts' traffic. Throughout these channels, the Dissemination and Communication Manager of the project, as well as the project partners will be able to make the project information public to the project's followers and subscribers, and monitor their reaction and engagement in the project. Periodic updates and posts will be disseminated in the FOR-FREIGHT social media channels, following the DoA standards, as well as the Dissemination and Communication Strategy of the project, which will be defined in detail at M6, when D5.2 - Dissemination, Communication, training and clustering activities (Initial version) will be submitted. The project partners will promote their activities at national, European and international levels, and inform the audience whenever there are news, updates, organised trainings and workshops, etc. Also, public deliverables and promotional material will also be promoted via these channels, and various existing EU projects, associations and organisations relevant to the FOR-FREIGHT project will be invited to collaborate and contribute to the project to create a greater impact. To be proactive and ensure the successful dissemination of the project, the Dissemination and Communication Manager will be tracking the social media channels' analytics to identify those individuals, pages, or groups that are visiting the social media pages and subscribers subscribing to the project's YouTube channel, as well as those commenting in the posts and showing their interest in the project.

The Social Media strategy consists of:

1. Acknowledging the project outputs on a continuous basis (what is exactly what we try to promote)
2. Identifying and targeting specific audience and groups in accordance with the GA requirements and impact maximization
3. Defining the tools and methodologies to achieve the impact targeted (examples: papers, posts, press releases etc).
4. Defining the proper communication channels in line with popularity, audiences and content
5. Designing a monitoring framework to ascertain the effectiveness of the efforts (and elements above) to enable strategy shift should the need arise or special focus in case of target groups not being reached as well as expected.

5.1 FOR-FREIGHT LinkedIn page

The FOR-FREIGHT LinkedIn page has been created at M1 of the project (Figure 5-1), and as highlighted in Figure 5-2 and Figure 5-3, by the beginning of M2 has been connected and interacted with 72 followers through various posts. The project's LinkedIn account will be monitored by the Dissemination and Communication Manager throughout the project's lifecycle. The LinkedIn page can be found at the link https://www.linkedin.com/company/for-freight/

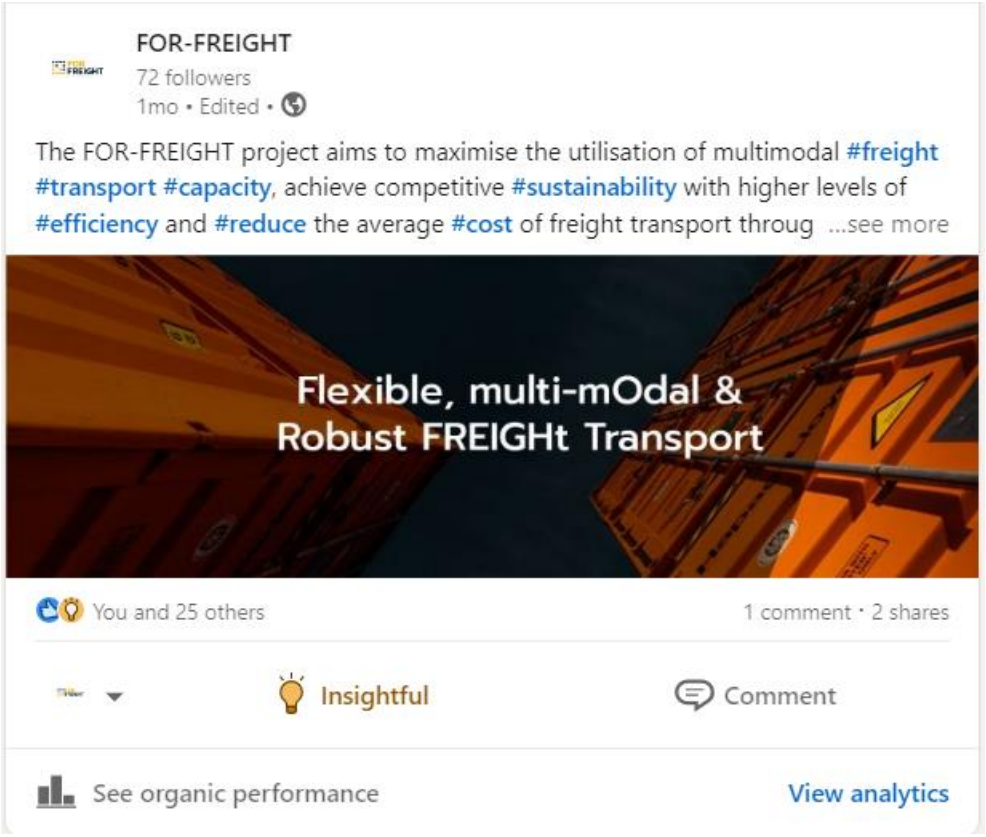


Figure 5-1 FOR-FREIGHT LinkedIn page

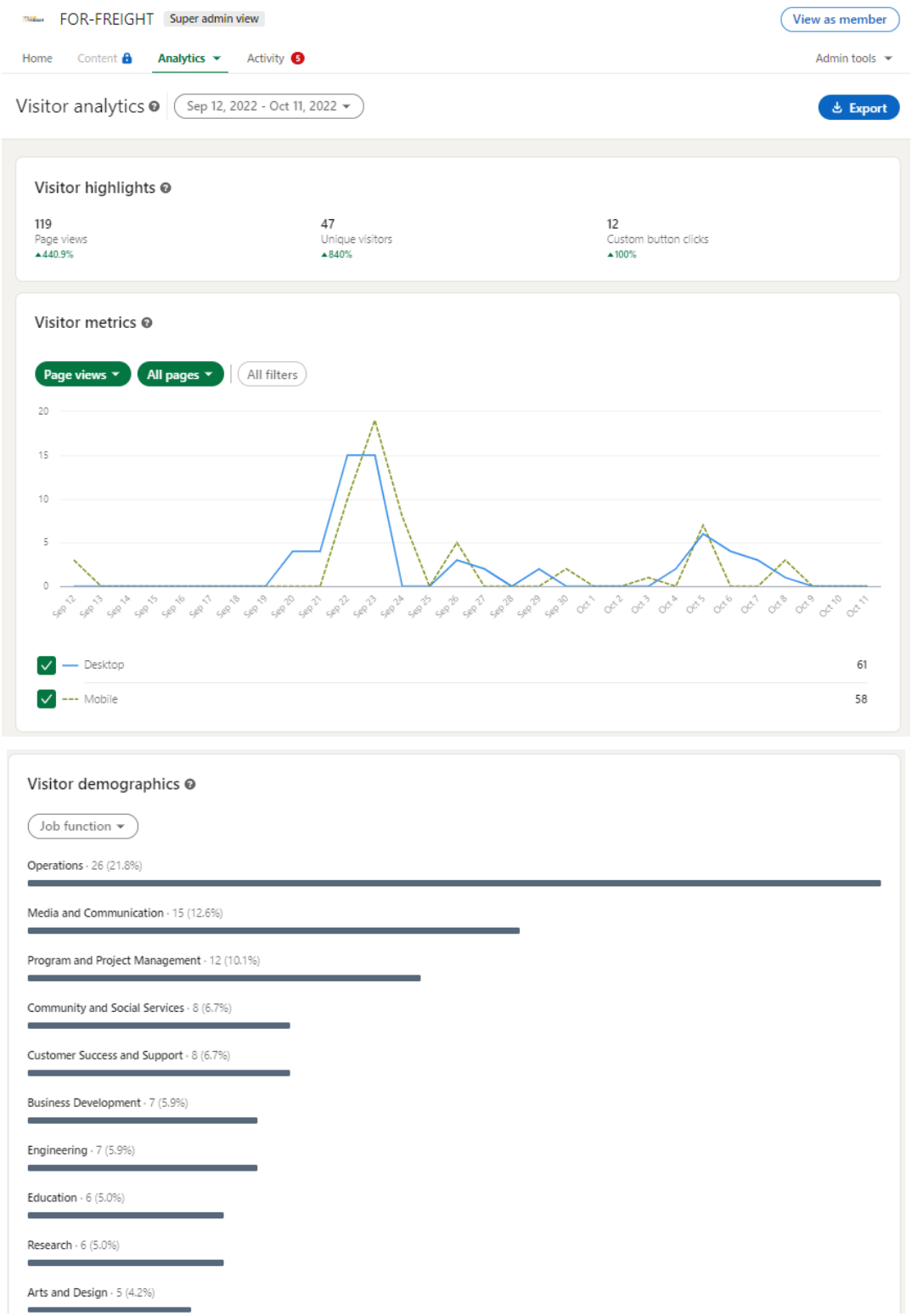


Figure 5-2 FOR-FREIGHT LinkedIn page – Visitors' analytics

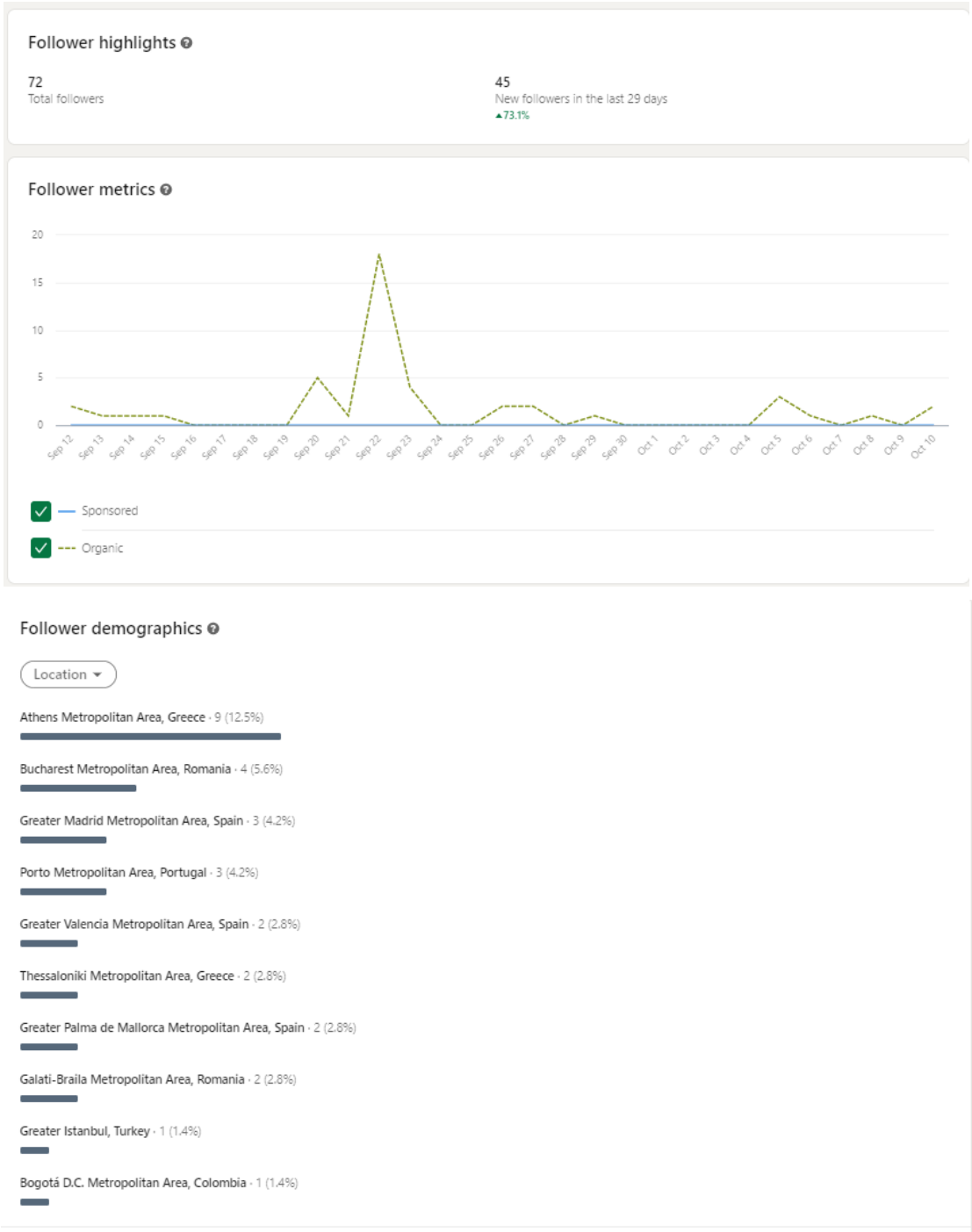


Figure 5-3 FOR-FREIGHT LinkedIn page – Followers' analytics

Analytics in the form of metrics as a tool (applies to all channels) serve the following purpose:

1. They provide a quantitative method of measuring how well the strategy performs (and how far behind or ahead project may be).
2. Easily and early focus on actions to specific industry segments which may underperform
3. Provide a yardstick against which KPIs and pre-set targets have been set and allow corrective actions to achieve same.

5.2 FOR-FREIGHT Twitter page

The Twitter account of the project has been created by the Dissemination and Communication Manager at M1 of the project (Figure 5-4). The FOR-FREIGHT consortium will use this page to share information about the project and its consortium, as well as promote regular updates and potential collaborations with other projects and initiatives. The FOR-FREIGHT Twitter group consists of 36 followers (Figure 5-5), and to connect to the account, can access the link here https://twitter.com/forfreight22

Figure 5-4 FOR-FREIGHT Twitter page

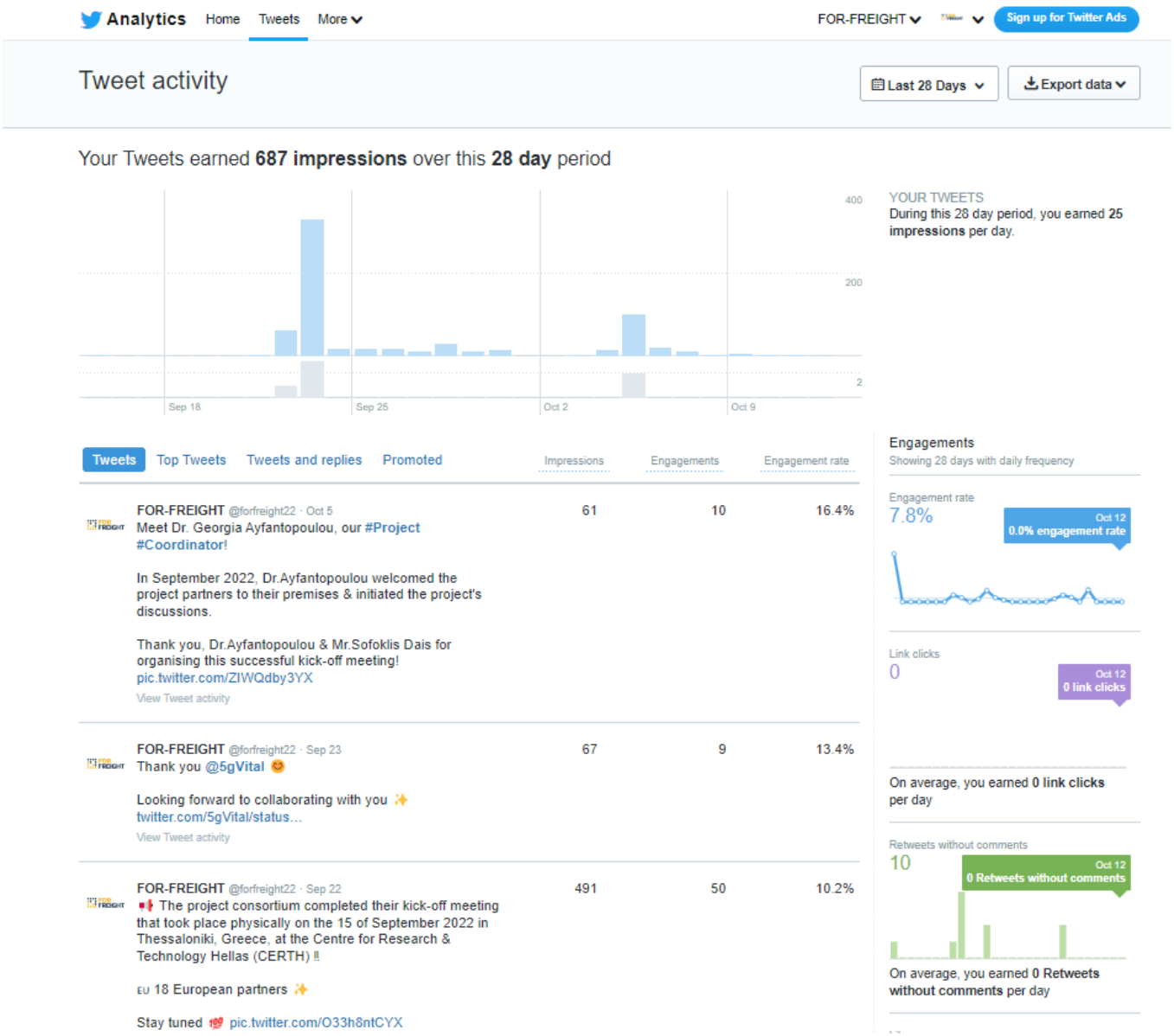


Figure 5-5 FOR-FREIGHT Twitter page analytics

5.3 FOR-FREIGHT YouTube channel

The YouTube channel of the project has been created at M1 (Figure 5-6), with the main aim to disseminate videos about the project's activities, as well as results. To view the channel, access the following link https://www.youtube.com/channel/UCtEV-K-XsZ4aZq9lTsTJ9NA

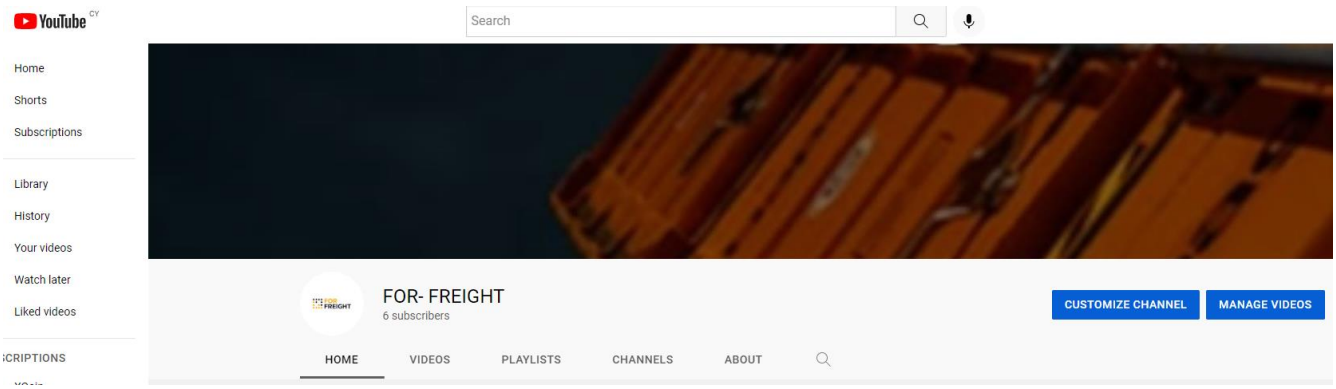


Figure 5-6 FOR-FREIGHT YouTube channel

6 Conclusions

The respective document focuses on the visual identity of the FOR-FREIGHT project and highlights the project's social media accounts and website. Both, the social media accounts and the website for the FOR-FREIGHT project have been created at the beginning of the project (M1) and have been promoted to the consortium's network.

This deliverable reflects WP5: Dissemination, Communication and Capacity building, and specifically the *Task 5.1 Dissemination and communication activities*. Some social media posts have already been posted by the Dissemination and Communication Manager of the FOR-FREIGHT project and reposted in the project partners' personal and corporate networks. Henceforth, regular updates will follow to mention news about the project and promote relevant dissemination material until the end of the project. All information relevant to the project's website and social media accounts will be introduced in the D5.2, D5.3 and D5.4 which are the initial, interim and final version of the *Dissemination, Communication, training and clustering activities* report, available at M6, M20 and M40. A more strategic direction will be identified which lies at the core of the project methodology in maximizing the outcomes of the project.

7 References

[1] GUI Design Principles: https://en.wikibooks.org/wiki/GUI_Design_Principles

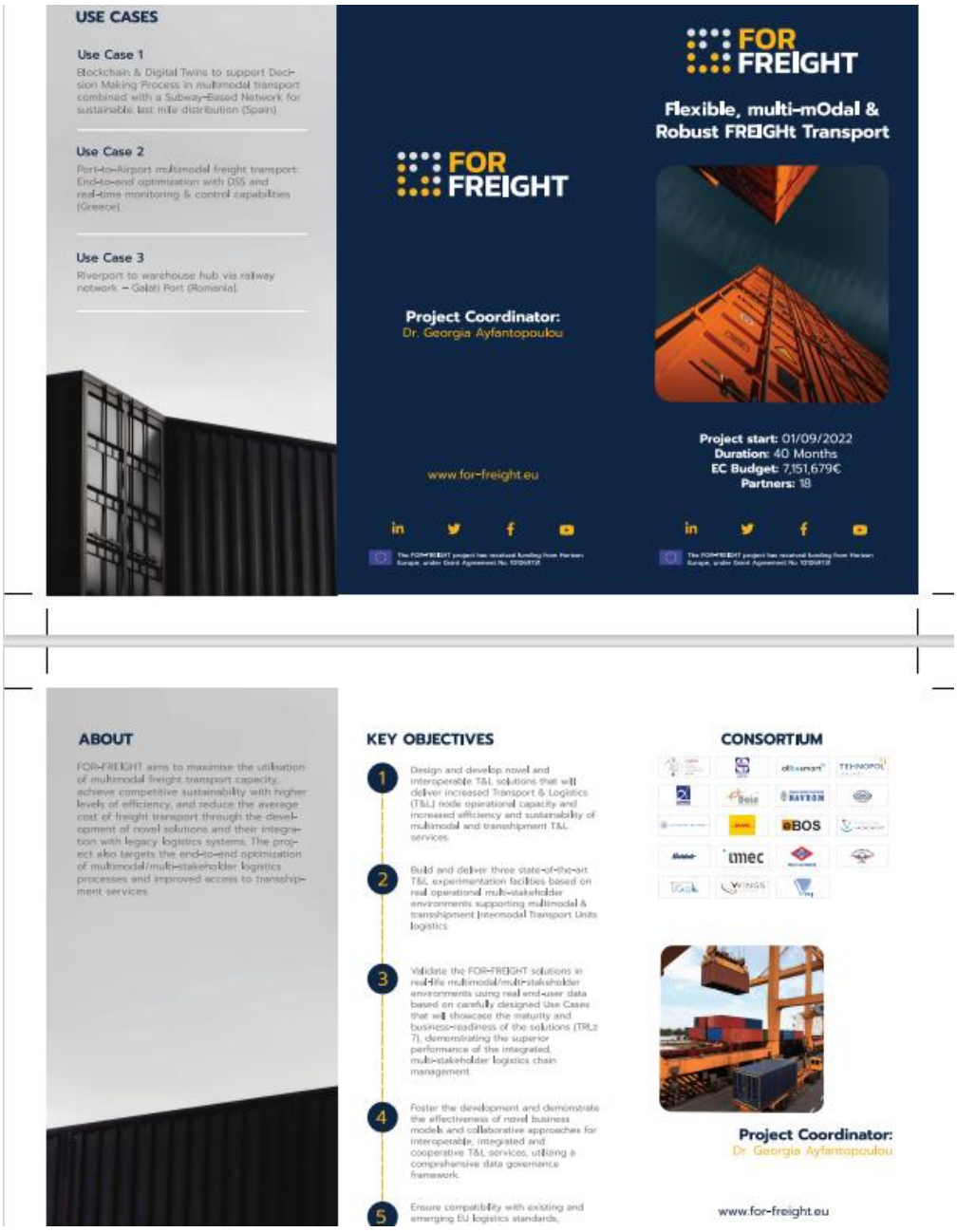
[2] General Data Protection Regulation GDPR: https://gdpr-info.eu/

[3] GDPR compliance: https://wordpress.org/plugins/gdpr-cookie-compliance/

[4] WordPress: https://wordpress.org/about/

Annex I: FOR-FREIGHT Roll-up Banner

Annex II: FOR-FREIGHT Flyer



Annex III: FOR-FREIGHT Bag